FCC to Review Fairness Rule

Associated Press

The Federal Communications Commission yesterday announced a fundamental review of its fairness doctrine the rule that broadcasters must give different sides of controversial issues.

The FCC said the purpose of the study is to see if the rule is working as well as it should.

In one instance, the rule was applied to require that broadcasters carrying cigarette advertising also carry, free of charge, antismoking ads stressing health hazards. Cigarette ads are now banned from the airwaves by law, while environmentalists press for antipollution ads to counter ads for gasoline, cars and detergents.